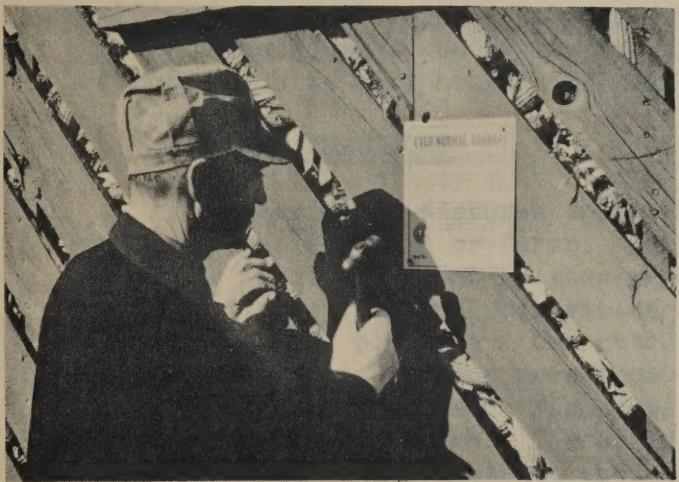


MAY 22 1939
Ad 4550

Some Suggestions on AAA Picture Stories

USES FOR PICTURES

Good pictures can be used in daily newspapers, magazines, mats, film strips, inserts, folders, bulletins, picture syndicates, roto sections, and exhibits.



Action, Human Interest, Contrast, Emphasis

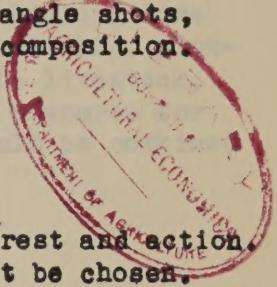
Such pictures should have:

1. Action and human interest.
2. Contrast between various tones of gray.
3. Balance so that the picture will not appear lopsided.
4. Emphasis on important points; obtained through close-up, angle shots, and sound composition.

Pictures for the Press

Pictures for the press should be packed with human interest and action. The human angle should be emphasized and dramatic subjects must be chosen. Syndicates, for example, would be interested in pictures emphasizing the human side of the wheat harvest, corn harvest, and cotton picking time in the South. The 23rd Psalm would be another syndicate or press possibility in some areas. Other press or syndicate possibilities would be: Pictures of spring in the country, pigs, calves, lambs, blossoms, plowing, planting, baby chicks; dramatic dust storm, flood, crop injury and erosion pictures; good before and after pictures showing how practices are saving and building soil. All such pictures must emphasize the human interest angle and should, of course, carry an AAA slant. It is also well to remember that attractive children and pretty girls often prove helpful in pictures for the press.

Following, by way of illustration, are a few suggested AAA picture stories which might be localized and which may suggest other picture series:



REVIEW

which will subsequently take place in connection with the
various other auxiliary events, will also be of interest.

Great changes are likely to occur

in the following year.
In

addition to the
various other events

the following may also
occur during the year:

1. A general upsurge of
revolutionary movements
in Asia, Africa, Latin America
and Europe.

2. Increased resistance from the United States

WHAT TO DO

What to do about all this is a question which cannot be easily answered. There are many different ways of approaching the problem, and each has its own merits and demerits. One way is to ignore the whole thing and hope that it will go away. Another way is to try to fight back, and to do whatever we can to stop the revolutionaries. A third way is to try to work with them, and to help them to achieve their goals. All three of these approaches have their own merits and demerits. It is up to us to decide which one is best for us, and to act accordingly. We must remember that the revolutionaries are not our enemies, but rather our allies. They are fighting for the same things that we are, and we must support them in their struggle for justice and freedom.

It is important to remember that we are not alone in this struggle. There are many others who share our beliefs and values, and who are willing to fight alongside us. We must work together, and support each other, if we are to succeed in our goal of creating a better world for all.

Pictures for Film Strips, Exhibits, Feature Stories,
Mats and Circulars

1. AAA STORY ON INDIVIDUAL FARM

This series of pictures would give the complete AAA story on a specific farm. Pictures would show farmer contacting community committeemen, attending meetings, voting, working on his farm with one of the committeemen, inspecting eroded fields, measuring his allotment, inspecting plots on a demonstration farm or at the state experiment station, putting land into soil building practices. It would also show him at his account books, feeding livestock. It might show the farmer's wife and children at various activities. It might show him watching people shopping, talking to businessmen. It would show him buying goods in town, bringing them home. The pictures would also show the farmer watching factory workers entering a factory, watching city housewives buying groceries.

2. AAA PRACTICES

This series of pictures would show how various AAA practices are used on a specific farm or farms. In the case of lime, for example, the series might start out by showing the farmer inspecting erosion in soil depleting crops, and poor yields of alfalfa or clover. He might be shown visiting plots at a demonstration farm or the state experiment station, or inspecting practices on a neighbor's farm. Other pictures would show the same farmer talking with a county agent and his community committeeman. The series would show the farmer buying lime, figuring out the costs on the back of an envelope, hauling lime back to the farm, applying it, inspecting good yields of alfalfa, plowing under alfalfa or some other legume, feeding alfalfa to livestock, etc. Other series along the same general lines might be prepared for other practices, or a number of practices on one farm could be combined into a series.

3. ECONOMIC DEMOCRACY AT WORK

This series would show a farmer attending meetings, voting, talking with community committeemen, taking part in an educational program, drawing up plans for his farm, discussing the plans with his wife, figuring out the costs of such plans when put into practice. The series would also show various practices in operation on some of the farms in the community and their effect on yields and erosion. A few before and after shots might be obtained.

4. FARMER-BUSINESSMAN RELATIONSHIPS

This series might start with shots of poor and good land, and poor and good crops, busy "Main street" scene, and abandoned store buildings. It would carry on through by showing pictures of farm buildings in repair and out of repair, of farm families with and without ade-

quate income, farmers and their families going to town to buy stuff. It would also show farmers putting money in the bank, at their account books, and buying goods such as fertilizer, farm machinery, automobiles, paint, electrical goods, clothing, etc. This series would carry some industrial pictures showing men entering factories, workers getting pay envelopes, workers buying food and other commodities. A series of this kind could be made to appeal to large numbers of businessmen such as country bankers, hardware merchants, professional men, farm supply dealers, etc.

5. COUNTY PROGRAMS

A series of pictures could be developed around the AAA program or certain phases of it that have been particularly successful in a county or community. This series, would carry pictures illustrating some of the problems in the county and show how the program is meeting some of these problems. Erosion, poor soil, lack of lime, need for legumes, for example, might be such problems.

6. EVER-NORMAL GRANARY

This series might show how the ever-normal granary makes for greater stability in supplies, income, fertility, business, employment and consumption. Pictures might be of empty and full corn cribs, crop injury, poor and good crops, big swings in hog production with few and many hogs going to market, land over-cropped, soil depleted and eroded, dust storms in some areas, floods in some areas, high prices to consumers in scarcity periods as shown by price tags in food markets, market baskets almost empty, men out of work in glut periods, men outside of employment offices, empty smoke stacks, farmers unable to buy in such periods, despondent farmers, foreclosure sales, low farm prices as shown in quotations on blackboard, soup lines, and, in general, pictures illustrating the results of big swings in supplies, as they affect farmers, workers, businessmen, consumers. Other pictures would be on the constructive end, farmers at meetings, abundant but not excessive supplies going to market, corn cribs sealed under loan, wheat under loan, farmers paying wheat crop insurance premiums, measuring land for allotments, fertility being restored, soil being conserved, farmer buying goods year in and year out, men in factories working, salesman selling to retailers, freight trains moving, smoke pouring out of stacks, consumers buying food at fair prices, adequate reserve supply level maintained as shown by pictures of full corn cribs and elevators with lines across print to indicate amounts needed for domestic consumption, export, reserves.

Three series of pictures might be prepared on the Ever-Normal Granary. They might show how the Ever-Normal Granary affects (1) The Soil, (2) Farm Buying Power, (3) The City.

